

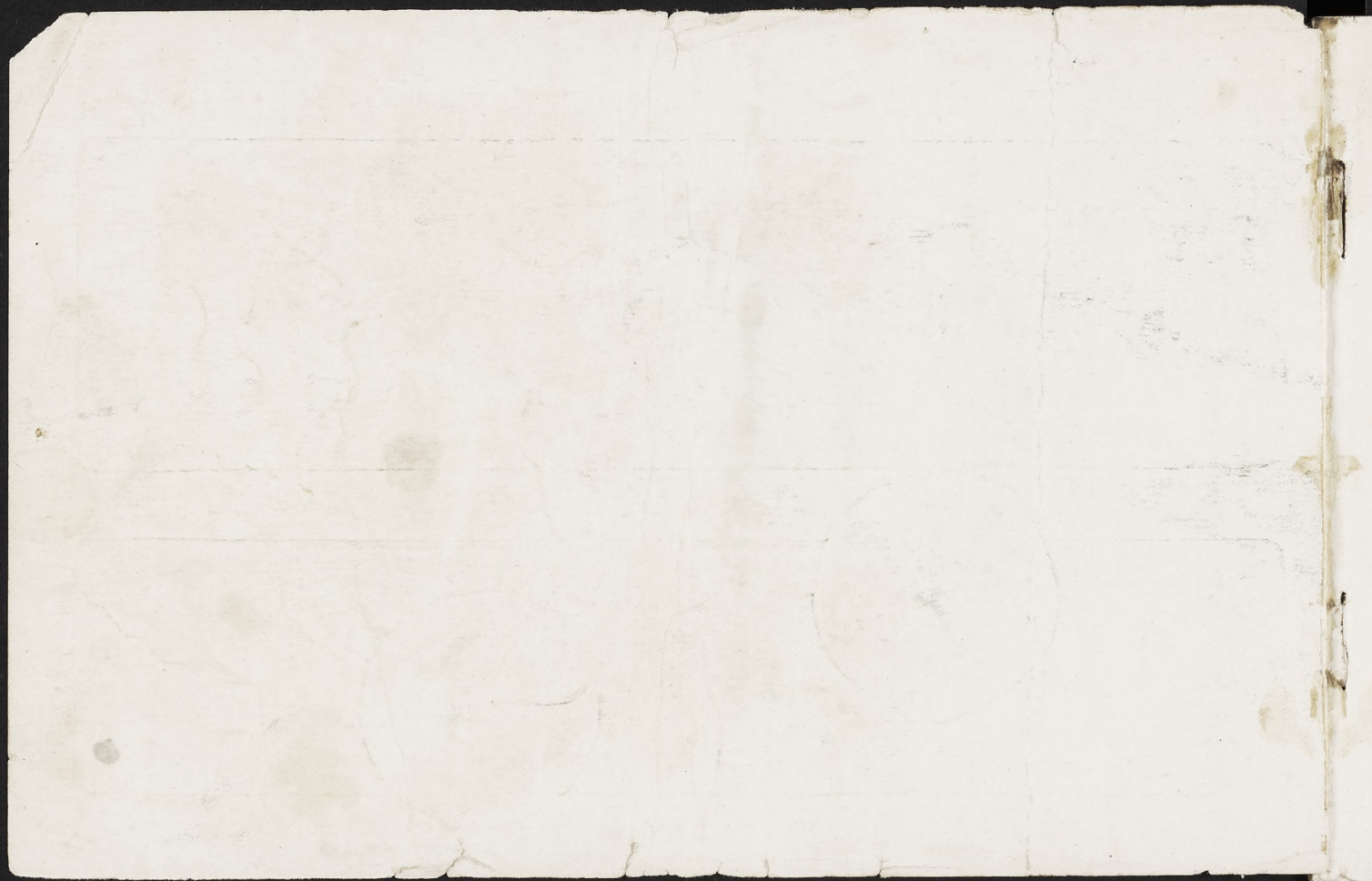
BUTTE COUNTY.

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WHERE NORTHERN CALIFORNIA

ORANGES GROW



7500

Butte County

WHERE NORTHERN CALIFORNIA ORANGES GROW

Published by the Oroville Mercury

UNDER THE

Patronage of the Board of Supervisors of Butte County

A Plain Unvarnished Story of the Resources of Butte County and of the Opportunities Offered to Settlers

BOARD OF SUPERVISORS

**T. V. FIMPLE, CHAIRMAN; JOHN C. BOYLE, E. C. WILSON,
L. C. SHIRLEY, GLENN W. MILLER**

Butte County on the Map.

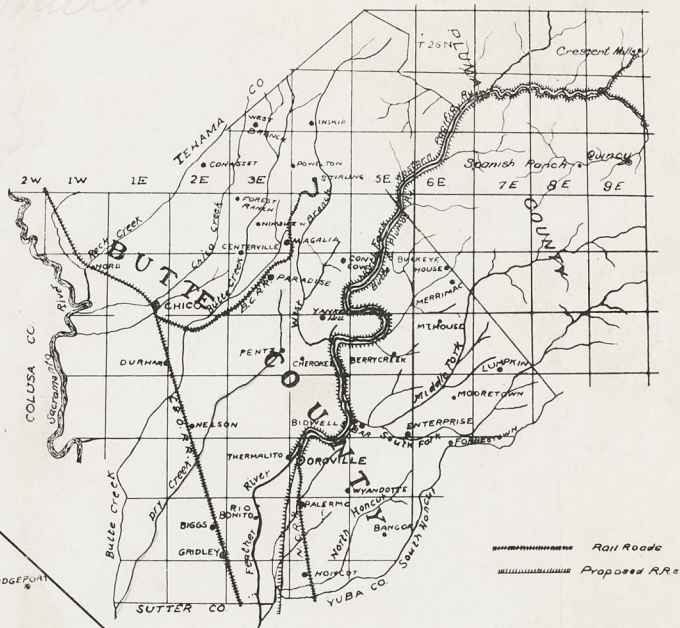
BUTTE COUNTY is situated in the northern portion of the State of California, between parallels 39 and 40 north latitude. Its eastern boundary is the summit of the most westerly range of the Sierra Nevada Mountains and its western boundary is the Sacramento River. The county lies partly on the western slope of the mountain range, and partly in the great Sacramento Valley—California's valley of opportunity.

The area of Butte County is 1,777 square miles—one-third more than the area of the State of Rhode Island. The surface is divided between level valley, rolling foothill and higher mountain into three nearly equal parts, each of which possesses advantages peculiarly its own.

The Sacramento River, which forms the western boundary of the county, is California's largest stream, and is navigated by large river steamers throughout the year. Other important streams are Feather River and its branches, Butte Creek, Chico Creek and Honcut Creek, all of which rise in the Sierras and flow into the Sacramento. The Feather drains an area of approximately four thousand square miles.

The county is traversed north and south by the California and Oregon Railway, Southern Pacific system (main line), and a branch extends to Oroville, the county seat, 154 miles from San Francisco. The Diamond Match Company is just completing a railway from Chico to Stirling, a distance of 35 miles, and two railway companies are preparing to build through Oroville up the North Fork of Feather River, acknowledged the best route through the Sierra Nevada Mountains.

Butte County is in the world's orange and olive belt. A line projected eastward from Oroville on a parallel of latitude would pass through the principal orange and olive regions of the old world. It would enter Europe near Lisbon, pass through central Spain, through the islands of Majorca and Sardinia, and through the extreme south of Italy. In Asia it would pass near the city of Smyrna.



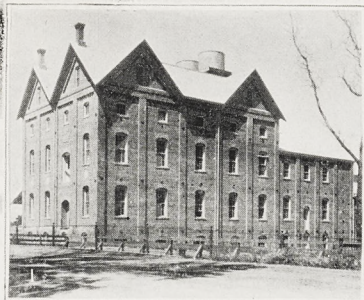
The Land of Opportunity.

FIRST among the advantages which Butte County offers to the newcomer is the wealth of opportunity afforded by a new country, rich in natural resources and just entering upon an era of rapid development. The first years of the Twentieth Century have witnessed a great forward movement in Northern California, and the growth of enterprise is most marked in Butte County.

In Butte County to-day railroads and factories are building, power plants are being constructed on mountain streams and electrical power transmission lines are being built in all directions. Timber lands and mineral lands are being eagerly sought. Great irrigation systems are being built. Lands formerly devoted exclusively to growing wheat are being sold in small tracts and planted to a diversity of crops. New homes are being built. Great enterprises are on foot which mean growth of industry, profitable investment for capital, and profitable employment for labor.

Cities and towns are growing. Oroville, the county seat, and Chico, our largest city, are progressing rapidly. In Oroville, "The Gem of the Foothills," new business blocks and new homes are building fast. In Chico, "The City of Roses," similar conditions prevail. Smaller towns are growing in proportion. Population is increasing. New activities are attracting new people. The growth is healthy because it is founded on industrial activity, and it has only begun.

Butte County offers to settlers all the advantages of cheap fertile land, abundance of water, variety of industries, wide range of products, close proximity of a great seaport and commercial center, vast wealth of undeveloped possibilities and a climate of perpetual spring and summer. The newcomer finds here all the advantages of a new country with none of the disadvantages of frontier life. Side by side with opportunities such as have ever attracted men to the frontiers, he finds railroads, telegraphs, telephones, churches and schools, all the comforts and refinements of civilized life, and finds them amid surroundings of the most grand and beautiful in nature.



1. Flour Mill—Chico.

2. Bank of Oroville.

3. Bank of Chico.

4. Odd Fellows' Bld'g—Chico.

5. Bank of Butte County—Chico.

6. Green Block—Oroville.

Railways, Built and Building.



*Butte
and Plumas
Railway*

THE building of railways is one of the surest evidences of progress. Where the bands of steel are laid development and activity follow, creating opportunities for those who care to grasp them.

The North Fork of Feather River has long been recognized as the best route for crossing the Sierra Nevada Mountains and the people of Butte County have long looked forward to the time when railway lines would be built this way. The time is now at hand. Two separate railway companies are preparing to build through the North Fork Canyon.

The Butte and Plumas Railway Company, of which H. H. Yard, of Oroville, is the head, is preparing to build a railway for purely local purposes. Accurate and expensive surveys have been made and rights of way secured. The railway company and a mining company associated with it have acquired absolute title to about thirty thousand acres along the North Fork, and have located, under the mining laws, about one hundred thousand acres more. They have several corps of surveyors in the field and are acquiring more land. The avowed object of Mr. Yard, the head of these companies, to develop the land holdings, and the rail-

way is considered necessary to the fulfillment of the plans.

The Butte and Plumas Railway, as planned, will be 80 miles long. It will extend from Oroville to Crescent Mills in Plumas County, and will open up a section rich in mineral and timber. The company has purchased one hundred acres of land lying in the town of Oroville for depots, yards, shops and factories. They have expended hundreds of thousands of dollars in preliminary work and every indication points to the early commencement of construction.

THE Western Pacific Railway is building a line from San Francisco to Salt Lake to connect at the latter place with a great Eastern system, and is making final surveys along the proposed route. The line is to be built via Stockton, Sacramento and Oroville, through Feather River Canyon and Beckwith Pass. A short section near Stockton is already in operation and construction work has been begun at San Francisco with the avowed intention of pushing rapidly toward Salt Lake. The Western Pacific is to be an overland railway and will bring to us the benefits of direct communication with the East.

*Western
Pacific
Railway*

These railway lines will open up new possibilities. They penetrate a rich region heretofore inaccessible. New mines will be opened, sawmills and factories will spring up, a wealth of industry will be created.

Oroville, situated where the valley meets the mountain at the mouth of the Feather River Canyon, looks forward to an era of still more rapid growth to follow the completion of these railways. Biggs and Gridley also look forward to benefits from the transcontinental line, which is expected to penetrate that portion of the county.

The Diamond Match Company, world-wide in its operations, has lately purchased 75,000 acres of valuable timber lying principally in the mountains of this county. It has secured 300 acres of land near Chico and proposes to erect thereon immense factories at a cost of \$800,000. It is now completing a broad gauge railway from Chico to the heart of the timber tract, a distance of 35 miles. At the forest terminus of this line the great sawmills will be built, and here the company is laying out a modern city, Stirling. The railway is laid with heavy steel rails and will be used for general traffic as well as for hauling lumber. It will develop a rich section. The people of Chico confidently anticipate great results from this enterprise. The factories will employ 2,500 men and this means a great increase in population, with all its attendant advantages. They also look forward to a time when the railway may become a branch or a part of one of the great transcontinental lines.

Existing Railways.—Butte County is traversed by lines of the Southern Pacific Railway Company. The main lines and feeders of this system cover the Western and Southwestern States, and the Company has connections with various Eastern lines and steamship companies.



*The
Climate of
Italy*

The Ideal Home Land.

THE climate of the valley and foothill region is that which has made California known throughout the world as "The Italy of America." Here are no frozen winters, no cyclones, no hurricanes, no thunder storms. While the Eastern States are covered with ice and snow this fair land is clothed with verdure. Ripe fruits are plucked fresh from the trees every day of the year.

The seasons are two: The wet and the dry. During the summer there are at least three months when no rain falls, three months of perfect sunshine. Showers are infrequent in spring and autumn. The wet season is during the winter months. Rain falls at intervals and, as a rule, there are more clear days than cloudy during the rainy period.

The temperature is warm in summer, mild and equable in winter. In summer the air is always dry and the absence of humidity renders the warmest day more comfortable than the average summer temperature of the humid East. Sunstroke and hydrophobia are absolutely unknown here.

The mildness of the winter climate is best attested by the orange trees and other products of the semi-tropics, which grow here to perfection; the roses and geraniums which bloom throughout the year.

The close proximity of the mountains affords a quick and easy retreat from warmth of summer. A day's drive from any part of the valley will carry one to an altitude where it is always cool. Families enjoy delightful mountain camping trips at slight expense and the pleasure of these summer outings is not marred by sudden storms. Deer, bear and smaller game abound in higher altitudes and crystal streams are alive with trout.



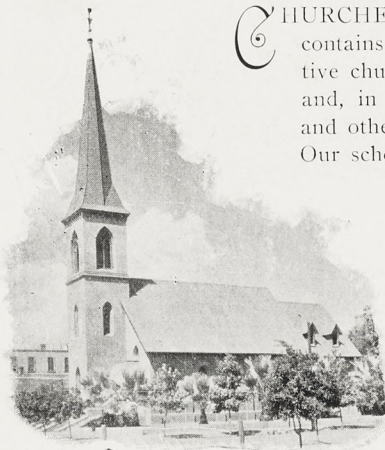
BUTTE COUNTY HOMES.

1. Residence of G. K. Smith, Biggs.
2. Residence of R. M. Beebe, Gridley.
3. A Palermo Home.
4. Residence of G. W. Bevins, Oroville.
5. Residence of J. C. Boyle, Oroville.
6. Palms at Home of G. W. Sovereign, Oroville.
7. Residence of John Gale, Oroville.

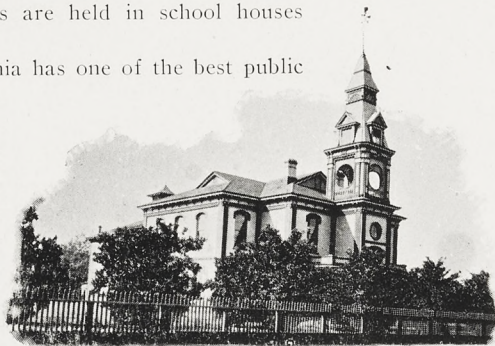
Schools and Churches.

CHURCHES are numerous and well supported. Butte County contains twenty-eight church buildings besides a number of active church organizations which have no building of their own, and, in rural communities, services are held in school houses and other buildings.

Our schools are our pride. California has one of the best public school systems in the United States and the schools of Butte County are second to none in the State. There are 76 public school districts, employing 116 teachers. There are high schools at Oroville, Chico and Gridley. A State Normal School is located at Chico. In addition to the ample educational facilities within the county



Presbyterian Church—Chico.



Oroville School Building.

it is but six hours' ride to the State University at Berkeley, rapidly taking rank as one of the leading universities of this country.

The State Normal School at Chico was erected twelve years ago at a cost of \$130,000. The last Legislature appropriated \$28,500 for an addition, soon to be built. The school possesses an extensive museum and a library of 8,000 volumes.



SCHOOLS AND CHURCHES.

1. Palermo School.
2. M. E. Church, Biggs.
3. State Normal School, Chico.
4. Oakdale School, Chico.
5. Honcut School.
6. Biggs School.
7. Christian Church at Gridley



Grain Warehouse at Biggs.

and nectarines. Among other fruits grown are lemons, limes, pomeloes, pomegranates, Japanese persimmons and loquats. Banana and date palms are grown in favored spots and sometimes bear fruit.

Stock raising is one of the leading industries of the county. Cattle, hogs, sheep and horses are profitably grown. This is an ideal stock country. Alfalfa, the finest of clovers, grows luxuriantly, and stock does not have to be housed in winter. Green feed may be had every day in the year. There are creameries at Chico and Biggs.

Poultry is very profitable. California imports trainloads of poultry and eggs and prices rule high. The average price of eggs during the year is 20 cents a dozen. The careful orchardist and farmer finds poultry one of the best paying features of his business.

Almost every product of temperate and semi-tropic climates may be found in Butte County. The list of our products includes cereals of all kinds, hay, deciduous and citrus fruits, nuts, grapes, berries, melons, vegetables, sugar beets, hemp, flax, hops and tobacco, gold and other minerals. The fruits principally grown for market are oranges, olives, figs, peaches, pears, prunes, plums, apricots, apples, cherries

A Wealth of Products



Grain Field of Supervisor Wilson—Pentz.

Grain is the principal farm product. Five hundred square miles are devoted to grain within this county. Grain farms are often of vast extent and the work is done on a scale that admits of economy in operation.

*Grain and
Hay*

Plowing is by gang plows drawn by long mule teams or traction engines; harvesting is done with a combined harvester, which cuts and threshes as it travels over the ground. A single machine has cut 100 acres in a single day. The average cost of transporting grain to tide-water is two dollars a ton.

Hemp promises to become an important product of the river bottom lands near Gridley and Biggs. Several hundred acres are planted every year. A factory for working hemp products has just been built on this coast. The fiber of the hemp grown in this county is of superior quality and the yield is from 1,000 to 2,000 pounds to the acre. The outlook for hemp culture is most promising. Flax is grown successfully and harvested for the seed. The fibre is of the very best and the success of flax culture here offers inviting opportunities to capitalist, manufacturer and farmer. Other fibre plants have been tested and proven a success.

Fibre Plants
Cotton has been tried in various parts of the county and the adaptability of soil and climate to cotton culture has been fully demonstrated.

The sugar beet promises to become an important product of this county. Tests of Butte County beets made at the State University show a high percentage of sugar and high coefficient of purity.



Harvesting Hemp near Gridley.

The great variety of products which may be successfully and profitably grown in Butte County afford an unexampled opportunity for diversified farming. It has been amply demonstrated that a few acres of

*Diversified
Farming*

Butte County soil will support a family in comfort and plenty. Successful small farms range from ten, twenty or forty acres upward, and, where well managed, may have something to offer for sale every month of the year. Our climate is particularly suited to heavy cropping, the growing season being practically twelve months of the year, and several crops are sometimes harvested from the same land in a single season, especially where irrigation is practiced.

The small farm is California's best treasure and the most inviting opportunity she offers to the home-seeker. The successful small farmer grows a variety of products. He grows alfalfa and keeps cows, hogs and chickens. He grows fruits and vegetables. He irrigates and consequently has no fear of drouth. He lives well, enjoys life and saves money.

River steamers navigate the Sacramento River at all seasons of the year. The California and Oregon Railway bisects the valley

*Transportation and
Markets*

portion of the county. The San Francisco and Oroville line serves the country west of the Feather. The Diamond Match Railway will serve a rich mountain section between Chico and Stirling. The railways about to be built through Oroville up the Feather River will penetrate a rich and undeveloped section, and the transcontinental line will provide all the advantages of competition in rates and service both east and west.

Mountain stages run regularly on all mountain roads and freighting, where there are no railroads, is by wagon. Eight stage lines center at Oroville, from which point mountain roads radiate in many directions. Several stage lines center at Chico. San Francisco and Sacramento are our great markets. The former is a great seaport and the commercial center of the West, the gateway to the Orient.



Oroville and Quincy Stage.

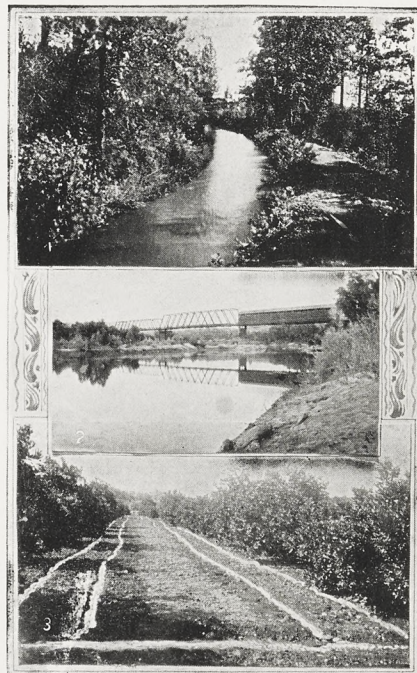
Irrigation is practiced extensively and the irrigated area is constantly being extended. Most crops can be grown in the valley section without irrigating, but a liberal use of water increases the yield and repays the effort. Irrigation is an absolute guarantee against drouth.

*Irrigation
and Water
Supply*

One of the greatest irrigation enterprises in the State is about to be launched in this county. San Francisco capitalists have organized a canal company and propose to divert the waters of Feather River at a point below Oroville. They have rights of way secured and have purchased a large tract of land which they will irrigate. The ditch will cover 200,000 acres of rich alluvial valley land. It will reach the towns of Biggs and Gridley and its building means a new era of prosperity for them, for irrigation means increased production, increased values and increased population.

Butte County is blessed with an abundance of water. The Feather River drains an area of approximately four thousand square miles and at its lowest stage flows one hundred thousand miner's inches. Rainfall is abundant, averaging about 25 inches at Chico and valley points, 30 inches at Oroville and 50 inches above an altitude of 1,500 feet.

1. Irrigation Ditch of Oroville Water Co.
2. Feather River at Oroville.
3. Irrigating an Orange Orchard.

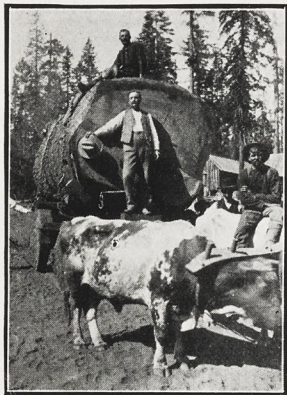


Fine forests of merchantable timber clothe the slopes of the Sierras at altitudes ranging from 2,000 to 5,000 feet. The principal woods are sugar pine, the finest of soft pines; yellow pine, spruce, fir and cedar.

*Our
Forests*

The larger trees grow to a height of two hundred feet or even more, and attain a diameter of from four to ten feet.

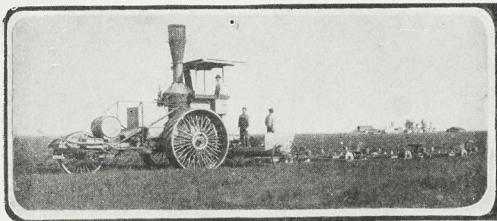
Butte County is especially favored in the matter of forest wealth, and is to-day the scene of the greatest development ever witnessed in lumber regions on this Coast. The mountain forests are among our most valuable possessions. They are contributing much to our material prosperity and, properly fostered, they will contribute to the prosperity of generations yet unborn. There is no limit to the industry that may grow up in a forest, and the rapidity with which young trees grow is our assurance of the inexhaustible nature of our timber resources.



A Sugar Pine Log.

Among the forest trees is one so valuable that it will never fall victim to the woodsman's axe. This is the Abietene or orange flavored pine, a tree not known to exist in quantity outside of Butte County, and which contains medicinal properties of great value. The only known Abietene grove is on the headwaters of Butte Creek, fifty miles northeast of Oroville at an altitude of 6,000 feet, one thousand acres of Abietene forest is owned by the Abietene Medical Company, of Oroville. This company manufactures from an exudation of pitch, remedies that are invaluable in cases of lung and catarrhal troubles.

The peculiar properties of this pitch were discovered accidentally forty years ago by turpentine distillers. Eminent scientists have devoted much attention to it and its properties are fully appreciated by the medical profession. The exudation is almost pure heptane, one of the chief constituents of petroleum. The distillation of this gum has been named Butte-time, after the county and creek where it is found, and has long been used in kidney and bladder troubles.



Steam Plow.



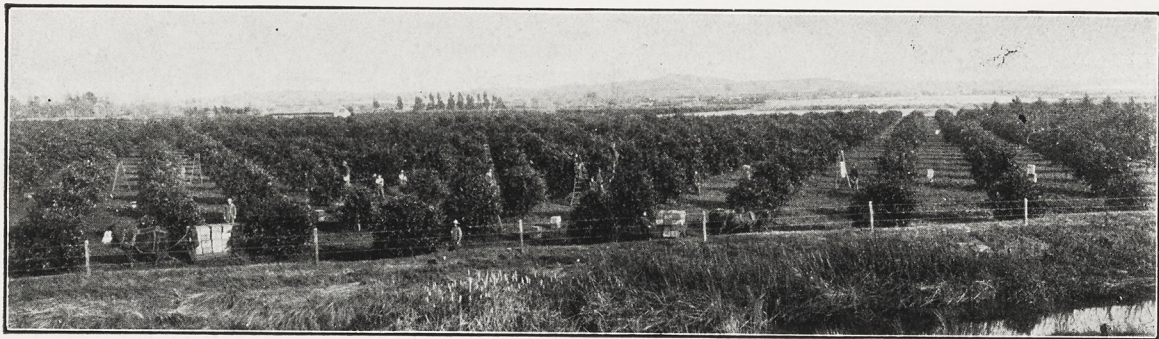
Combined Harvester and Thresher.

Good land may be had in Butte County in tracts to suit and at prices ranging from \$20 to \$100 per acre. Lands that cost \$500 per acre south of Tehachapi may be had here for \$50. Land prices range from \$20 to \$100 per acre.

*Lands
That Are
For Sale*

The cheaper lands are in the foothills, where vast tracts of gently rolling land are used for grazing only, and offer a most inviting opportunity to those of limited means. The soil of the foothills is red and gravelly, especially suited to the growth of oranges, olives, figs and other fruits. The climate of the foothill region is particularly favorable to the growth of the more tender fruits and it is here that oranges and olives are most extensively grown. Foothill lands must be irrigated to produce most crops, but with water they will grow almost anything man may care to plant, and a few acres devoted to a diversity of products will support a family in comfort. Foothill lands may be had at Oroville, Palermo, Honcut, Wyandotte, Bangor, Paradise and elsewhere, and it is safe to say that no part of America presents opportunities for securing at small cost lands of such productive capacity. Prices range from \$15 to \$100 per acre, according to location.

Alluvial valley lands hardly require description. The rich garden loams of the valley region range higher in price than the foothill lands, but their value is more easily understood by the newcomer. There are abundant opportunities for securing lands of this class in small tracts at Chico, Biggs, Gridley and elsewhere in the level valley. Prices range from \$40 to \$100 per acre, prices that are insignificant when compared to the productive capacity.

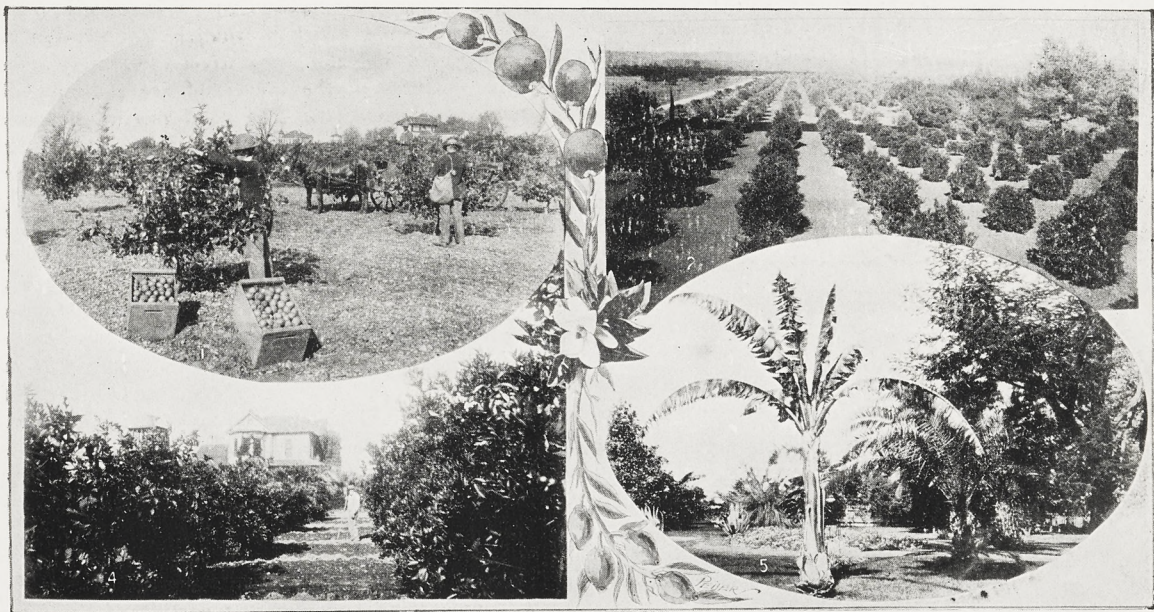


Picking Oranges in the Orchard of Bates & Boalt—Palermo.

The Land of the Orange.

ORANGES have been grown in Butte County for nearly half a century and during the past few years orange culture has developed into one of our most profitable industries. The first orange tree in this part of the State was planted at Bidwell Bar in 1856, but orange planting for commercial purposes was not commenced until thirty years later. The original tree still lives at Bidwell Bar. It is a fine specimen thirty-five or forty feet in height, and yields regular crops. It is known far and wide as the parent tree of Northern California orchards.

The planting of an orange tree at Bidwell Bar, then a famous mining camp, was the first step in the development of the citrus fruit industry of Northern California, now grown to importance and increasing every



1. Picking Lemons at Palermo.
4. Orange Orchard near Oroville—Rancho Mercury.

2. Orange and Olive Orchard at Thermalito.
5. Banana Palm at Palermo.

*Growth
of Orange
Culture*



Lemon Tree at the Home of E. Tucker—Oroville.

year. When it was demonstrated that the orange would grow here, it at once became popular as an ornamental tree, especially at Oroville, which became the county seat in 1856. Here oranges were planted in door yards and along the streets and these trees constitute to-day one of the most attractive features of the town and are a source of profit as well as pride. There are door yards in Oroville that yield owners upwards of a hundred dollars every year. Since oranges began to be planted for profit the growth of the industry has been rapid. The first orchard for commercial purposes was planted in 1886 and to-day there are probably five thousand acres of orange orchards in the county. Butte County oranges have no superiors. The trees are healthy, vigorous and free from destructive insect pests; the fruit is bright in color, luscious and rich in flavor. The Washington Navel, the king of oranges, reaches its highest perfection here.

Butte County oranges ripen from one to two months earlier than those of Southern California. Picking begins in October and practically ends in December. The bulk of the crop is harvested in time to reach the Thanksgiving and Christmas markets. At this season oranges are in great demand and our growers get the cream of the year's prices. About four hundred carloads were shipped last year.

The bulk of Butte County's orange crop is grown in what is known as "The Thermal Belt," a narrow strip along the base of the mountains, covering that portion of the foothills lying between altitudes of about 150 to 600 feet. The bulk of the shipments are from



1. Home of Mrs. Annie K. Bidwell—Chico.

2. Home of Mr. and Mrs. J. A. Lawrence—Oroville.

3. Gladstone Lawrence and his Pet Deer.

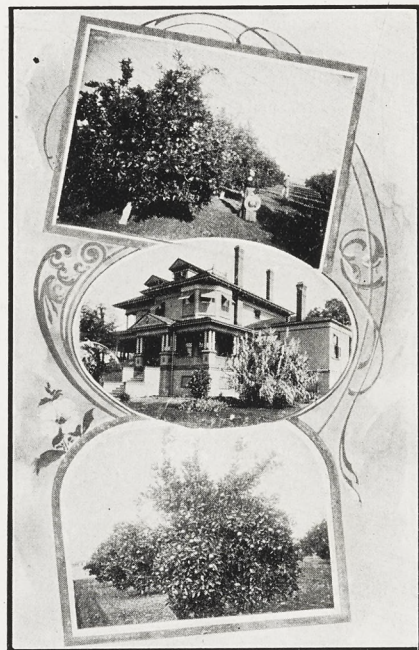
Oroville, Palermo, Thermalito and Wyandotte, though oranges are sent to market from various parts of the county. Carload shipments were made last year from Biggs, Gridley and Honcut. Orange trees grow and bear fruit in every part of the valley and on the hills up to an altitude of 1000 feet.

That oranges pay has been fully demonstrated. At first there was much of experiment, but the industry is now firmly established on a sound basis.

Profit in Oranges Some of the early planters became discouraged and neglected their orchards, but those who gave their trees good care found them very profitable, and neglected orchards gradually passed into the hands of men who appreciate their value and have developed them into fine properties.

The pioneer orchard, a picture of which appears on the front cover of this booklet, was planted in 1886 by the Oroville Citrus Association, a company formed by twenty business men of Oroville who had become convinced that this was an ideal orange country.

The Pioneer Orchard They believed that an investment in orange culture would pay handsome dividends and results have demonstrated that they were right, returns having been far beyond their most sanguine expectations. These gentlemen invested originally \$24,000.00. A portion of the profits have been reinvested in improving and extending the orchard, and they have to-day seventy-



At the Hearst Orchard—Palermo. Orange Trees and Manager's Residence.



Residence Street in Oroville.
Homes of G. M. Sparks, F. Holub and N. Goldstein.

Orange Orchard near Oroville.
Home of Supervisor L. C. Shirley, near Oroville.

five acres planted in trees, thirty-five of which are in full bearing and fifteen are bearing some fruit, a property worth at a conservative estimate \$100,000.00, and paying good interest on that valuation. The orchard has been piped for irrigation and drained by tiling and every expense has been paid by the orchard, and a nursery that was planted in connection with it. In addition to increasing in value to four times the original investment the property has paid dividends amounting to more than one-half of the original investment. In view of this remarkable showing it is not surprising that little of the stock has ever changed hands or that the few shares transferred were bought by other members of the company. The present officers are Hon. C. F. Lott, President; P. R. Persons, Vice-President; E. W. Fogg, Treasurer; J. C. Osgood, Secretary.

There are many paying orange orchards. A few instances of financial success in orange culture may be cited, as follows:

<i>Dividend</i>	Supervisor Glenn W. Miller has five acres of oranges at his Wyandotte home
<i>Payers</i>	which yielded last year, at seven years from planting, \$913.72. He paid for picking and packing out of this. Mr. Miller paid \$25 per acre for his land. The wood paid for clearing. At three years from planting his orange trees yielded \$25 per acre; at four years, \$50, and at five years, \$100. The orchard has now repaid all expenses and is worth more than \$1000 per acre. Mr. Miller has several acres of younger orchard just beginning to bear.

The largest orange orchard is the Hearst orchard at Palermo, which consists of 240 acres. One block of ten acres on which the returns were carefully noted by the superintendent, Mr. A. Moncure, netted \$300 per acre in a single year.

E. Gilman, of Thermalito, has eleven acres mostly navel oranges, some of which are just beginning to bear. His gross sales last year were \$2,011.50; expenses, \$498.45; net return, \$1513.05.

The Palermo Colony Company cares for the orchards of a number of non-residents. Mr. W. J. Grier, local manager for the company, has furnished a statement of net returns received by some of the non-residents, as follows: J. M. Wilson, nine acres, six years old, \$350. Colonel Penney, U. S. A., fourteen acres

five years old, \$290. Mrs. Captain Patterson, U. S. A., eight acres five years old, \$200. These figures are net returns after all expenses had been paid, including cost of superintendence.

Among those extensively interested in orange growing here is Mr. Louis Glass, of San Francisco, general manager of the Sunset Telephone Company. Mr. Glass is one of the stockholders in the Oroville Citrus Association and recent purchases of other orange and olive properties here is positive proof of his entire satisfaction with present conditions and confidence in the future.

The cost of planting an orchard and caring for it to bearing age (five years) may be fairly estimated as follows: Cost of land ready for plowing, \$50.00 to \$100.00 per acre; cost of trees, 100 to the acre, \$75.00; cost of preparing land and planting, \$25.00; cost of labor and water, \$25.00 per acre for five years, \$125.00. Total \$300.00 to \$350.00 per acre. From \$50.00 to \$100.00 invested in fertilizers will hasten development and pay well. After orange trees begin bearing, fertilizers must be used to secure the best results and are used wherever oranges are successfully grown, though some sections with a boom on claim differently. Their cost is but a slight increase to the expense of management.

Cost of Planting

Orange culture in Butte County offers an inviting opportunity to the homeseeker and a portion of every orchard, where soil and climate are adapted to them should be planted to orange trees. The early ripening of our oranges is a feature the value and importance of which can hardly be overestimated. Another important advantage is the success attained here with the Washington Navel, which commands the highest prices and is grown successfully in but few orange producing districts of the world. The best orange land, under existing irrigation systems, can be had at prices ranging from \$25 per acre for large tracts three or four miles from railway, to \$100 per acre for small lots in colony tracts.

The Olive and Its Products.

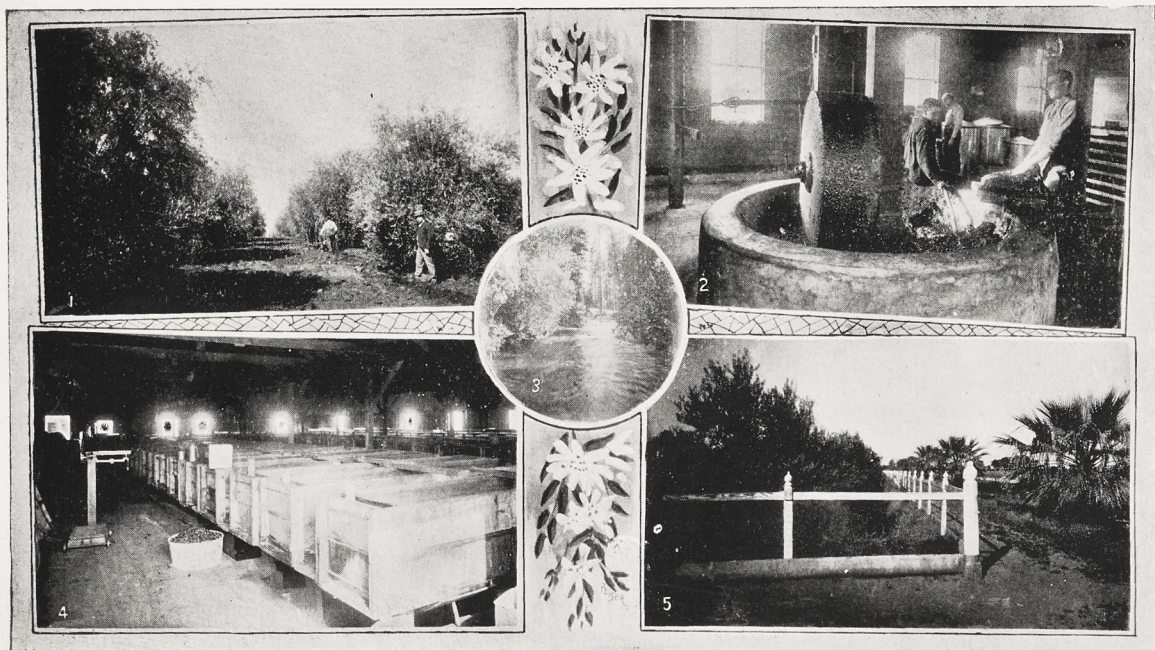
THE planting of olives in California dates back to the early Spanish Missions. The good priests brought with them from their native land the seeds of many plants, among them the olive, the fruit which constitutes the principal food supply of thousands of people in the countries which border the Mediterranean. As a food the olive has few equals and its introduction into this State has added to the list of our products one of untold value and placed within the reach of the American people one of the most delicious and healthful of nature's foods.

Olives have been grown in Butte County for probably half a century, and it has been fully demonstrated that this is the natural home of the olive tree. Climate and soil are particularly adapted to its successful and profitable culture. The olive groves of Butte County are absolutely free from disease and insect pests of every kind, and bear heavy crops.

The olive tree has many advantages. It is hardy and will bear more neglect than the orange, though it responds readily to good care. Its fruit is the most healthful of foods and is in demand wherever it is in use.

The ripe pickled olive of California has proven a revelation to American olive consumers. The imported olive is green, hard and indigestible; the ripe California olive is rich, oily and delicious and wins its way wherever it is introduced. The growth of the demand for them has been phenomenal. When first the groves of Butte County produced a harvest there was almost no market for them, but the demand has increased until Butte County ripe pickled olives are shipped to almost every State in the Union. More than one hundred thousand gallons were marketed last year and leading manufacturers were unable to fill their orders.

For many years pure olive oil has been almost unknown to American markets, but Butte County mills are turning out a product that is absolutely pure and accepted by chemists as the standard of purity. Oil



1. In Thermalito Olive Farm.
 2. Ekman-Stow Olive Oil Mill—Oroville.
 3. Butte Creek Above Chico.
 4. Olive Pickling—Oroville.
 5. A Corner of Thermalito Olive Farm.



*Pure
Olive Oil*

consumers in America have been buying cottonseed oil and various cheap oils sold under olive oil labels, but it is no longer necessary to do so for here they may secure the pure article and may themselves see it pressed from the berries if they so desire. We are told that in the olive growing regions of the old world the stable and olive press are often under the same roof, but this is never the case here. In Butte County olive mills, cleanliness is the unvarying rule and the oil is kept free from tainting influences, to which it is peculiarly susceptible.

Following the planting of orchards came the necessity for oil mills and pickling plants to convert the olives into merchantable products, and there are a number of these in the county. There are oil mills at Oroville, Palermo, Wyandotte, Honcut, Paradise, Pentz and Biggs. Almost every orchard of any considerable size has its own pickling plant. At Oroville and Palermo are large pickling establishments which buy the olives of small growers and cure them for the market. The manufacture of olive oil has grown to an industry of considerable proportions. The oil made here is pure and of the highest degree of excellence.

*Olive Mills
Pickling Plants*

Butte County contains the largest olive pickling plant and oil mill in the State, that of the Ehmann Olive Company, situated in Oroville. It has a floor area of fourteen thousand square feet. The ripe pickled olives from this factory are of the very best, delicious in flavor, with high percentage of oil and excellent keeping qualities. The oil is smooth, palatable, with a uniform flavor—a perfect oil from both a table and medicinal standpoint. This factory was built and began operations five years ago. The demand for its products has steadily increased and the factory has been doubled in size to meet the requirements of increasing trade. The supply of its best products has never kept pace with this demand.

One of the largest oil mills is that of the Ekman-Stow Company, situated at Oroville. Another large plant is located at Thermalito Olive Farm, a fine orchard of forty-one acres just across the river from Oroville. Other large mills are located at Palermo, Wyandotte, Pentz and Paradise. Purity, flavor and excellence are the aim of all, and olive oil consumers who want the real article should buy a Butte County brand.

The olive industry as a whole may fairly be said to be a demonstrated success. The rapid and continued growth of the demand for ripe pickled olives is the best evidence of their merit. This demand is certain to grow as the olive reaches its new field. Prices for the best grade of pickle rule high, \$1.00 to \$1.25 per gallon, and yield good returns. The future of the ripe pickled olive looks bright. The oil industry is still in the experimental stage. The oil itself is a grand success, but it must compete in the market with cheap adulterated and substituted oils and is at a disadvantage because of the fact that few consumers can distinguish between the genuine and the fraud. Leading oil manufacturers who have spent time and money in securing recognition of the purity of their goods have built up a demand for them. California olive oil will achieve its greatest success when our laws prohibit substitution and adulteration of food products. The outlook for oil is encouraging.

*Success
With Olives*

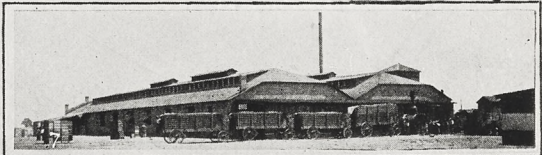
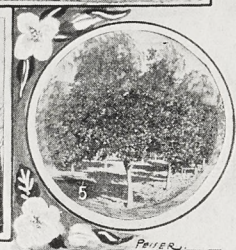
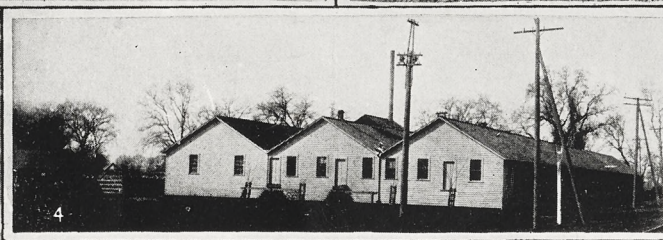
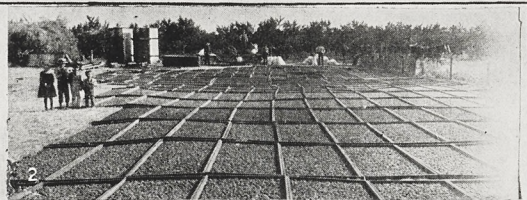
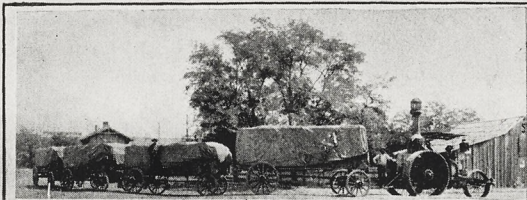
Luscious Deciduous Fruits.

THE luscious deciduous fruits of California are known and appreciated throughout the world. Apricots, peaches, pears, plums, prunes, cherries and other fruits attain a degree of perfection in this State that is unknown elsewhere. Butte County grows the best. Twenty-five thousand acres are devoted to deciduous orchards in this county. Train loads of fresh fruit are shipped to the East and Europe. Immense canneries pack for the world's market and thousands of tons are dried. Deciduous orchards may be found in almost every part of the county. The bulk of the fruit marketed, with the exception of apples, is grown in the valley and foothill regions. Mountain apples are especially prized for their superior quality.

Two great canneries, at Chico and Gridley, pack thousands of tons of fruit every year. Hundreds of people are employed during the fruit season. Only the best of fruits are canned. *The Canneries* most extreme care is taken in selection, and the consumer of the best grades of our canned fruits gets the very finest that California produces.

The greater portion of our fruits are dried. The dry atmosphere of the summer extracts the moisture so readily that the fruit is not injured. Choice California dried Fruits, when properly prepared for the table are most delicious. *Dried Fruits* be sold places them within the reach of the poorest families, and that they are appreciated is shown by the demand for them which is increasing steadily.

Dried fruit shipments from the county last year were as follows: Prunes, 4,500,000 pounds; peaches, 4,000,000 pounds; apricots, pears and plums, 1,000,000 pounds; apples, 350,000 pounds.



1. Hauling Fruit to Cannery.

2. A Fruit Drying Yard.

4. Chico Cannery.

6. Gridley Cannery.

7. Biggs Cannery.

Thousands of men and women are employed in orchards, canneries and drying yards. The demand for labor exceeds the supply in the fruit season. Day wages range from \$1.00 for women and \$1.50 for men, upward. Much of the work is done by the piece, and women and girls make all the way from 75 cents to \$2.50 a day, according to ability, and some even more. One dollar and twenty-five cents is probably a fair average. Wages for farm hands are usually from \$1.00 a day up; miners' wages from \$2.00 to \$3.00 per day. Small farmers and orchardists find excellent opportunities for earning money while their properties are advancing to a productive stage.

Labor and Wages

Fig trees grow everywhere in the valley and foothill region. They attain great size and are usually prolific bearers. The fruit is delicious and healthful. The principal varieties grown are the White Adriatic and the Black California. The fruit is marketed both fresh and dry and demands ready sale at remunerative prices. The dried fruit is packed into fancy cartons for the retail trade. The smaller figs are utilized in fig paste and other baker's products. They are also used in the manufacture of medicine, and within the past year canneries have begun to pack them. Figs are excellent food for stock, and where cattle or hogs are permitted to run among fig trees, they harvest the crop as it falls to the ground and fatten rapidly. The fig is a very prolific tree and it has a great future in California.

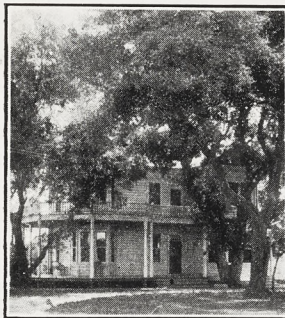
The Fig

Grapes of all kinds attain perfection here. Table grapes are grown in endless variety. They ripen from July to November and command the very top prices in Eastern markets. The first raisins made in America were from grapes grown at Pentz in this county. Wine grapes are grown extensively. The grape is one of the most delicious of fruits, and a variety such as may be grown here is a most attractive feature of a home garden.

The Grape

Almonds

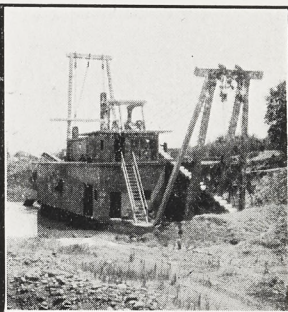
The almond is an important product of Butte County, and in localities adapted to it is a very profitable crop. One million pounds of almonds were shipped from this county last year.



Residence.



Fig Orchard.
VIEWS AT LEGGETT ORCHARD.



Dredger.

During the year 1902 the Chico factory of the Sierra Lumber Company made 72,537 peach boxes, 92,987 crates, 174,866 pear boxes, 56,390 picking boxes, 104,166 canning cases, 35,907 *Fruit Boxes* cherry boxes, 94,526 fruit trays, 25,290 fig boxes, 98,910 raisin boxes, 274,774 dried fruit boxes, 234,095 orange boxes, 49,287 apple boxes.

ACTUAL RESULTS.—Results are the best evidence of the profits in fruit growing. Here are a few figures on returns received by well known growers from their 1902 crops. Gable & Will, Oroville, netted \$4,200 on forty acres of prunes; Mrs. Elizabeth Kennedy, Chardan (Rio Bonito), netted \$1,750 from sixteen acres of prunes and almonds; Peter Cole, Chico, netted \$1,850 on seventeen acres of prunes, almonds and peaches; Bohlender & O'Connor, Chico, netted \$1,945 on thirteen acres of almonds; John Watkins, Wyandotte, netted \$100 per acre on Muir peaches; L. D. Choiser, Chico, netted \$100 per acre on prunes; Mrs. M. Bruce, Chico, averaged \$150 per acre on strawberries for four years; W. H. McNamee, Thermalito, netted \$1,150 on nine acres of figs.

One of the finest horticultural properties in this State, and most widely known, is the Leggett orchard and vineyard, situated at Oroville. It consists of 130 acres of vines and trees, which *The Leggett Orchard and Vineyard* yields a return that is a source of pride to the community, as well as to the owner, Mr. James H. Leggett. Eighty acres are devoted to the finest table grapes. Nearly all the best varieties are grown, but the greater part of the vineyard is planted to Flame Tokays, the most magnificent of California's grapes, which attains here a perfection of color and flavor. Seven acres are devoted to white Adriatic figs, twenty acres to peaches, and the remainder to oranges, cherries and other fruits, all of which yield abundant crops. The soil of the level portion is a deep rich loam, while the higher ground, where oranges and cherries are grown, is the red gravelly soil characteristic of the foothill region.

This fine property yields a gross annual income of about twenty thousand dollars and nets the owner upward of one hundred dollars per acre per year.

Productive and profitable as this property is, it is worth far more for mining than for any other purpose, and it is probably the only similar property of such productiveness on earth in process of destruction. The soil is underlaid with a stratum of gravel that is rich in gold. Careful tests show that millions of dollars underlie the vineyard, and it is to be mined by dredger process. Two machines are now at work.

Butte County contains within her borders a rancho that is perhaps more widely known than any other in the United States, the Rancho Del Arroyo Chico. This was the property of *The Bidwell Rancho* the late General John Bidwell, one of California's foremost citizens during his lifetime. General Bidwell came to California a youth in 1841, and in 1844 he secured this Spanish grant consisting of many thousand acres, lying principally in the rich alluvial lands of the Sacramento Valley.

From the time he purchased the rancho, General Bidwell devoted his best attention to its development, and while maintaining much of its choicest natural beauty, he also brought into action the most diversified system of improvement to be found within the limits of any rancho in California. His experiments with new and promising varieties of fruits and grains were numberless and continued through a long series of years.



Alfalfa Field on Bidwell Rancho.

As a fruit grower, General Bidwell was among the very earliest to demonstrate the wonderful adaptability of California soil and climate to horticultural products. Almost every variety of fruit and nut that will grow in a temperate or semi-tropic climate is grown on this rancho, as well as berries and other small fruits. Of the fruits most largely planted, there are seven hundred acres of peaches, three hundred acres of prunes, one hundred and sixty acres of almonds, one hundred and twenty-five acres of apricots, eighty-five acres of pears, fifty acres of plums, fifty acres of apples, fifty acres of cherries and forty acres of olives. Smaller areas are planted to other fruits. Nine thousand acres of the valley land have been devoted to hay, grain and alfalfa. The soil is a sandy, garden loam and reaches a depth of fifteen feet, and plant life of every kind flourishes luxuriantly.

The natural beauties of Rancho Chico must be seen to be appreciated. Chico Creek, a perennial stream of pure, cold water, flows through the estate; a thousand acres of oak forest have been preserved in its original state, and there are miles of beautiful drives through the park-like avenues which have been reserved for public use, forming a natural park for the people of Chico.

Since the death of General Bidwell a large tract of this alluvial valley land has been subdivided into small lots, ranging in size from five to twenty-five acres, and placed on the market. A great farm village is growing there. More than two hundred sales have been made to actual settlers during the past year.

Mineral Wealth.

THE gold mines of Butte have long been famous. In the early days of gold excitement some of the richest diggings were here. Mountain streams were rich in gold, and their placers yielded enormous returns. "One hundred dollar a day diggings" were not unusual and several hundred dollars were sometimes taken taken out in a single day by a lucky miner. The Cape Claim on Feather River near Oroville yielded one hundred and forty-two pounds of gold in a single day. The Willard Mine near Magalia produced the largest gold nugget ever discovered in America, the second largest in the world. It weighed fifty-nine pounds in the rough and its net value was \$10,690. The Cherokee Mine yielded thirty-three million dollars.

The easy placers were long since exhausted, but the steady perserverance of the prospector and the advance in mining methods have opened up new avenues of gold mining. Placer mines are being profitably worked in Butte County to-day. Miners have penetrated into the bowels of the earth and uncovered ancient river channels far below the present surface that are rich in gold. The mountains are seamed with gold-bearing quartz ledges, which the improvement in mining machinery and the introduction of electrical power render valuable.

"Pocket mining" is followed with success in this county and many rich "pockets" have been uncovered in various parts of the mountains. The pocket miner traces placers to their source and sometimes, when he has reached the goal, takes out gold by the bucketful. Valuable pockets have been found lately near Bangor and Berry Creek. Near the latter place Mr. G. McCall lately uncovered a pocket from which he took in a few days more than five thousand dollars in pure gold.

Within the past five years there has grown up at Oroville a dredger mining industry that has already assumed vast proportions and is increasing steadily.

The principal mineral product of Butte County is gold, but there are valuable deposits of other minerals, many of which will be developed in the early future. Among the minerals found in the county are silver, copper, platinum, asbestos, iron, mineral paints, granites, marble, slate, sandstone, soapstone, lime, clay and cement. Few of these deposits have been developed or even prospected, and they offer an inviting field of effort. Lime and paint are mined within the county and ledges of asbestos have attracted much attention. Marble deposits near Yankee Hill have been located under the mineral laws and bid fair to become valuable when the railways have been built up the North Fork of Feather River. Experts pronounce these marbles equal to the best.

A paint mine near Lovelock is worked steadily and the supply of ore is apparently inexhaustible. Yellow ochre, Venetian red, brown metallic, umber and sienna are produced. The Butte County railroad passes this mine and a new mill of large capacity is being built from which the finished product will be loaded on cars for shipment. The mine is the property of the Chico Ochre and Mineral Paint Company.

Lime is mined near Pentz and cement made from lime and clay deposits at this place has been thoroughly tested and found equal to the very best Portland cement.

Clay deposits are found in many places and are of all kinds and colors. Butte County offers exceptional advantages for the manufacture of the best grades of pottery.

*Railways and
Mining*

The building of railways through the mountains of Butte County will be followed by an era of mineral development. Mineral deposits which now lie untouched will become valuable when transportation facilities are provided. New industries will spring into existence.

Gold Mining by Dredgers.

DREDGING for gold is a new industry which had its birth at Oroville within the past five years, but in that brief space of time the success of this new method of mining has been such that numbers of gold dredgers have been built both here and elsewhere. Twenty-two gold dredgers are now working in the valley of the Feather adjacent to Oroville, which constitutes the leading dredger mining district of America.

The Feather River and its tributaries drain an area of nearly four thousand square miles of gold-bearing territory. All these streams unite in the main Feather a short distance above Oroville, and after issuing from a precipitous canyon the stream enters the valley where for centuries it has shifted back and forth, building deposits of sand and gravel and gold.

The early miners were not ignorant of the wealth of the gravels of the valley of the Feather, but they were unable to cope successfully with the conditions. Through the gravel strata water percolates readily and the flow effectually blocked the primitive miner. The rich surface was mined, but the bedrock where the heaviest deposits lay was never reached. Even skilled engineers and modern appliances were unable to deal with the water problem until it was solved by the advent of the successful dredger, which floats upon the water while it digs the auriferous gravel far below, brings it to the surface and extracts the gold. Dredgers were tried on the river many years ago, but without success. The machines were faulty in plan or construction and were failures. During a period of more than thirty years repeated attempts were made to mine by means of various appliances, but all were failures.

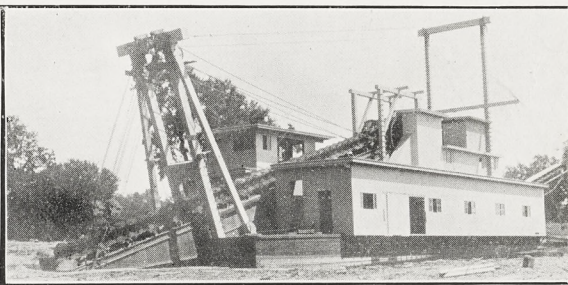
*Problem Baffled
Early Miners*

*The
Problem
Solved*

The works of the early miner were overgrown with forest and chapparal when W. P. Hammon and Warren Treat, who had made a reputation for Butte County fruits grown on lands near the Feather, found rich deposits of gold in a well they were sinking to supply their orchards with water. They went further up the valley and found still richer gravels. Mr. Hammon at once became interested. He tested a considerable area and finding the gravel strata uniformly rich, began seeking economical means of working. Shortly afterward he met Mr. F. T. Sutherland, a mining expert, who had come to Oroville to examine a quartz mine. Mr. Sutherland was interested at once, and, through him, Captain Thomas Couch, a wealthy mining operator of Montana. About this time Mr. Hammon formed a further business connection with Mr. A. F. Jones, a prominent attorney of Oroville, and together they secured about three thousand acres of what has since been proven the most ideal dredging ground ever discovered.



California Dredger No. 2.



Cherokee Dredger.

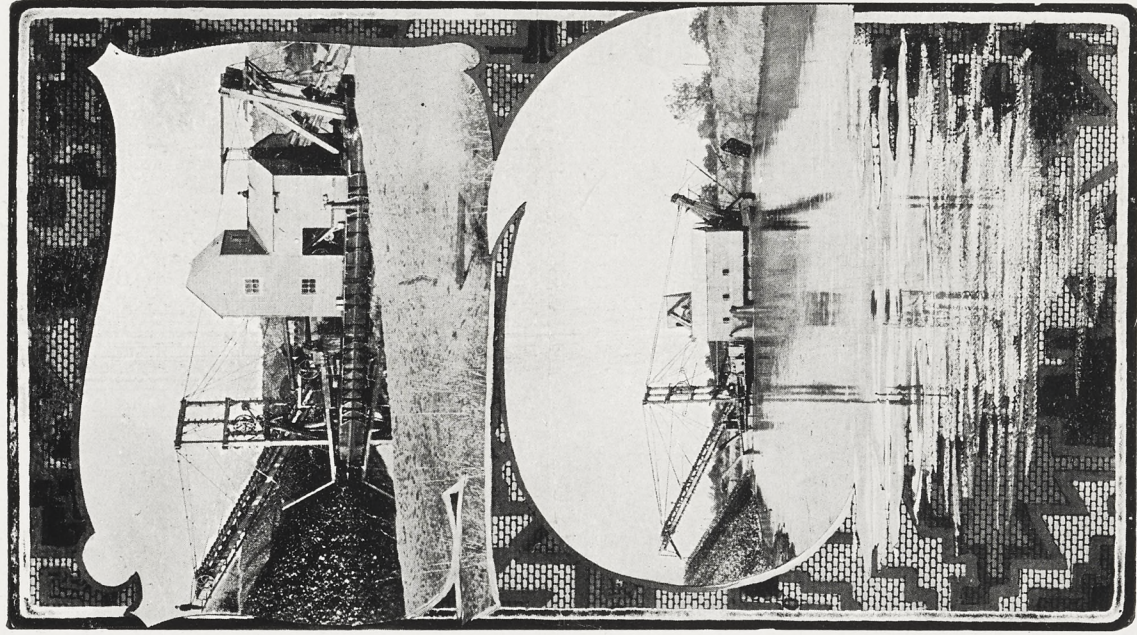
Two of the Latest—Bucyrus type.

The problem these gentlemen set themselves to solve had baffled miners and engineers for half a century. Dredgers had been tried and had failed, and yet it seemed that only a dredger would do the work. Many plans were discussed. Hydraulic elevators and other devices were considered. While they were working on the proposition Mr. R. H. Postlethwaite arrived in San Francisco from New Zealand, where dredgers of his design were operating successfully. His plans were examined and approved. Captain Couch arranged with Mr. Hammon for a large block of land and built the first machine, and it proved a success. Captain Couch organized in New York the Feather River Exploration Company, which purchased one thousand acres of dredging land and now has five machines at work.

The twenty-two dredgers now working are owned by the various dredger companies as follows: Feather River Exploration Company, five; Boston and Oroville Mining Company, three; Boston and California Mining Company, two; Indiana Gold Dredging Company, two; Marigold Dredging Company, two; Butte Gold Dredging Company, one; Lava Beds Gold Dredging Company, one; Pennsylvania Gold Dredging Company, one; American Gold Dredging Company, one; Cherokee Gold Dredging Company, one; Kia Oro Dredging Company, one; Oroville Gold Dredging and Exploration Company, one; Oroville Gold Dredging Company, one. New machines are being built by the Lava Beds Gold Dredging Company and El Oro Dredging Company. All these companies are close corporations and their stock is not on the market.

The largest machines cost \$60,000, and those now working near Oroville represent an outlay of a million dollars in machinery alone.

Several types of dredgers are in use. The Risdon or Postlethwaite dredge and the Bucyrus dredge use an endless chain of buckets working on a ladder which is raised or lowered at the will of the operator. A few shovel dredgers are in use. A dredger of a new type known as the Link Belt is now building. It has an endless chain of buckets. All the dredgers in the Oroville district are operated by electrically transmitted power. Improvements in dredger construction have been rapid. Dredger miners have given their best efforts to improving their machines. They search the markets of the world for the very best material. Within



Feather River Exploration Company's Dredgers—Rison type.

*Evolution of the
Dredger*

the past two years the capacity of the gold dredger has been increased 80 per cent., and the cost of operation has been reduced 35 per cent. This rapid development is appreciated elsewhere as well as here. Experts from all mining countries come to Oroville to study the evolution of the machine. The highest authorities admit that the Oroville district leads in dredger construction. Even from New Zealand, where gold dredgers were first successful, come inquiries regarding the latest improvements.

The ideal dredging ground is from twenty to forty-five feet deep and overlies bedrock of a character soft enough to be cut by the dredger buckets. The ground must be free from large boulders and reasonably loose and its values evenly distributed. An average value of 12½ cents per cubic yard will yield a profit of more than 30 per cent. on the investment. The Oroville district possesses the requisites of soil, depth and bedrock, and tests show the average value of the district to be 30 cents per cubic yard.

The success of gold dredging in the Oroville district has given a new impetus to every line of industry and contributes much to the prosperity of the town. New business blocks have been built and are building. New homes have been built, and Oroville has become widely known as one of the liveliest towns in the State. The gold output of the dredger district averages one hundred thousand dollars a month. Within the past year a modern

*Prosperity for
Oroville*

machine shop has been built at Oroville by the dredging companies and equipped to equal the best in the State. The dredgers and associated enterprises employ three hundred men, and the wage roll aggregates forty thousand dollars per month. As the proven district embraces six thousand acres, of which only five hundred acres have been worked, this great industry will continue to contribute to our prosperity for many years to come.

The Continental Dredger.



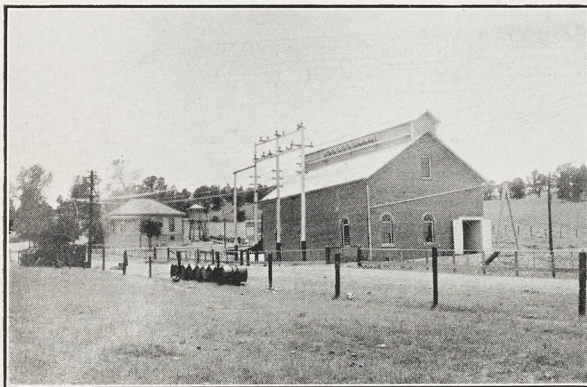
Electrical Power Development.

BUTTE COUNTY is to-day the scene of the most extensive electrical power development in the world. Her mountain streams afford a wealth of energy, the volume and value of which may not be conceived or estimated, and it has been rendered easily available by the successful development of electrical power transmission.

Engineers the world over regard California as the pioneer and leader in long distance high potential electrical power transmission. Many of the large manufacturing concerns of the Eastern States send their engineers periodically to California to see and make note of the progress that is continually being made. Some go so far as to send their apparatus to this State to be tested by the conditions of high tension transmission before they put it on the market.

*Butte County
Leads
the World*

As every achievement is not attained in a day, so the great electrical transmission lines of this State have been developed gradually. The prime factors are a market for the power and a water location near the place where the current is to be used. The mines of Nevada City and Grass Valley made a market for energy generated on the South Yuba; the Brown's Valley mining district and the city of Marysville made the Yuba power plant a success and the much written about Colgate plant found a larger market than was anticipated. The extension of lines from the latter plant to the city of Oakland and the successful transmission of power on a commercial basis over a pole line 200 miles in length was a feat which surprised the engineering world. The three plants above named were soon taxed to their utmost capacity, and in casting about for more power to supply the increasing demand, the power company found that Butte County offered the best opportunities. They found here rivers which flow down rapid inclines, large volumes of water throughout the year. The minimum flow is all that can be counted on for power propositions, and the continual flow of these streams is a factor of prime importance.



Oroville Sub Station.



Pole Line near Colgate.

Butte County is to-day the greatest electrical generating center in the world, Niagara Falls a possible exception, and even the great Niagara may be outdone when all the available energy of the rivers and streams of this section has been harnessed.

The Bay Counties Power Company and Valley Counties Power Company have built and building in this county immense power plants which surpass all others on this coast. Their plant at Centerville on Butte Creek near Chico is now generating twenty-five hundred horse-power and will shortly be enlarged to forty-eight hundred horse-power. At Nimshew, also on Butte Creek, but further up stream, a great plant is now nearly complete which will generate twelve thousand horse-power. At French Creek, fifteen miles above Oroville, these companies are building a plant which will be the largest on the Pacific Coast and will have few equals on this continent. This great plant will generate thirty-two thousand horse-power.

Great Power Plants

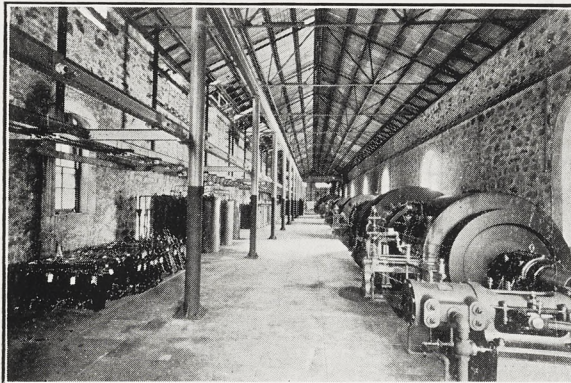
A feature of the Butte Creek plants is the fact that the same water may be used in both. Many streams offer similar opportunities for multiplying power again and again.

*Water Used Again
and Again*

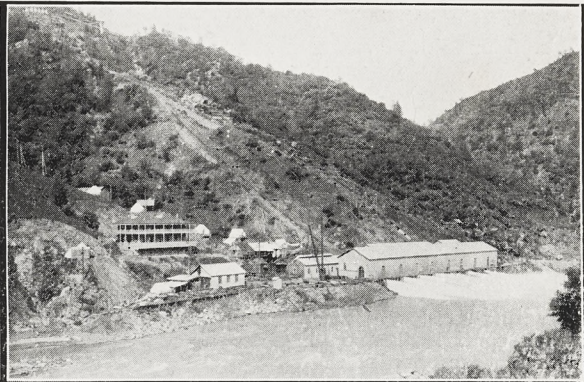
After the energy of the waterfall has been utilized the water is still available for irrigation. A striking illustration of this is found at the town of Oroville where the water which drives the wheels of the plant which provides light and power for the town is afterward used in irrigating orchards and farms.

Pole lines are an important factor in an electrical generating and transmission proposition. They are built to stand. The great trunk lines are of the largest sized poles thickly set, and the wires are cables nearly an inch in diameter. The power houses built and building are all tied together by transmission lines and have a common switching station located at Oroville.

*Pole Lines and
Central Station*



Interior Colgate Power House.



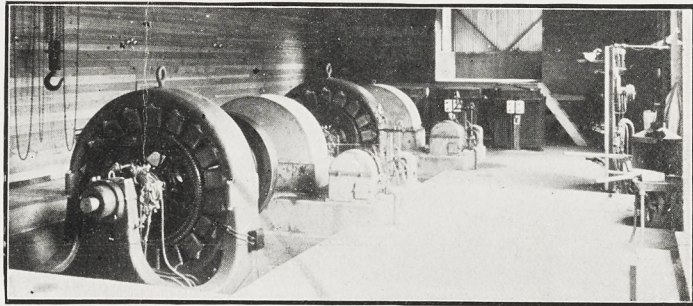
Exterior Colgate Power House and Pipe Line.

The switching station at Oroville is a large brick structure lately built and fitted with the most modern appliances. The switch-board at this station controls the current from all the power plants of this part of the State and distributes it to consumers. When the plants now building are complete and connections made, fifty thousand horse-power will be under the control of the switch-board at this station. The station is situated in the heart of the gold dredging district of Oroville and furnishes power to all the dredgers.

The introduction of electrical transmission is beneficial to every industry. It brings to the door of the factory the energy of the waterfall, the cheapest known source of power. It turns the wheels of the factory, the railway, the mine and the farm. It renders profitable enterprises that were unprofitable and adds to the profits of all. It pumps water for the farmer, drives the sewing machine and churn for his wife, and lights his house. It is cheaply installed and easily controlled. To start or stop an electrically driven plant is merely to press a button.

To the building of these power plants is due a measure of the great prosperity which Butte County enjoys. Hundreds of men and teams are employed, roads are built, business is increased; but the greatest benefit is the growth of industry certain to follow the development of an abundance of cheap and easily available power. The great trunk lines and their branches distribute power in small blocks to those who wish it. Nearly all the principal towns of this part of the State receive light and power from the California Gas and Electric Corporation, which controls the Butte County plants, with the exception of the Oroville lighting plant.

*Benefits of the
Industry*



Generators at Centerville Power House.

While the aim of the power companies has been and is to establish plants as near as possible to the source of demand, it is also the aim of the manufacturer to establish his factory near a source of cheap power, and the development of electrical energy promises to be a great factor in developing manufacturing industries in this State. California offers a fine field for manufacturing. Her farms and orchards, her forests and her deposits of many minerals afford a wealth of raw material. Factories are building. At Oakland and nearby tide-water points they are building fast. At Sacramento and other interior points they are building. The Diamond Match Company is building an immense factory at Chico in this county, and Oroville people confidently expect the building of factories there to follow the advent of a new railroad which will bring to their door as a central point the products of both valley and mountain and afford additional transportation advantages. The close proximity of immense power plants is counted a great advantage.

Develops
Manufactures
A Great Future

The development of electrical transmission has but begun. Other streams in this county await the harness and other power plants are being planned. The day is near at hand when a net work of pole lines will cover the great Sacramento Valley and the State, carrying electric currents to lighten labor, promote comfort, build up industries and increase profits. Electricity is king.



The Story in a Nutshell.

BUTTE COUNTY is rich in opportunities. She has mines, forests, fertile land and an abundance of water. She is enjoying an era of great prosperity occasioned by the development of a wealth of natural resources. Railways are building to her mineral deposits and her timber tracts. Factories are building, mines are developing, great power plants are being built on her mountain streams, great irrigation systems are being planned.

Butte County has land to sell. It is good and it is cheap. A few acres will support a family in comfort and plenty. A small farm devoted to a variety of products means independence to the owner. He can grow fruits of every kind, including oranges, lemons, olives and figs. He can grow alfalfa, keep cows and chickens, hogs and horses. He can grow vegetables and berries, anything and everything that soil will produce, and find a ready market. The growth of industry and population means a constant growth of the home market; the markets of the world are his.

Butte County has schools and churches; she has railways, telegraphs and telephones.

All these advantages are in a land where nature is at her best. Beauty and grandeur are on every hand. The climate of the valley is mild and equable in the winter; that of the mountain is cool and bracing in the summer.

Butte County is the Land of Promise.

Public bodies which answer inquiries and provide information regarding their respective localities are as follows:

OROVILLE CHAMBER OF COMMERCE,

CHICO CHAMBER OF COMMERCE,

BIGGS BOARD OF TRADE.

02045



THE BEST WE GROW.